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- Simple view experience

## Parity now

- Close to parity in Q3  
(see next slide for drilldown)

- # Party E

- Quick and easy to share content

- Share this video in the player & end of video

- Many tell-a-friend links

- Youtube Address Book

- Embedded player to put videos other sites

- /// Laura Cody and David

- 10 min, 100 meg limit on uploads from anyone
- No proactive screening; reactive DMCA only

Youtube better for users  
(see slides 6-9 for our proposal)

\* Schedule estimates assume no new engineers are assigned to the project



# Discovering new videos parity analysis

## Youtube

### Videos tab

- Most viewed
- Top rated
- Most discussed
- Top favorites
- Recently featured
- Most recent
- Random

### Categories tab

### Groups tab

### Members tab

## Google Video

### Home page

- Top 100
- Planned for Q3
- Planned for Q3
- Planned for Q3
- Planned for Q3
- Planned for Q3
- Maybe for Q3
- Random page (on site now)

### Planned for Q3

### Not in current Q3 plan

Planned for Q3 via integration with  
Google people profile pages\*

\* Focus/Orkut project dependency; integration work  
not yet started/mockup

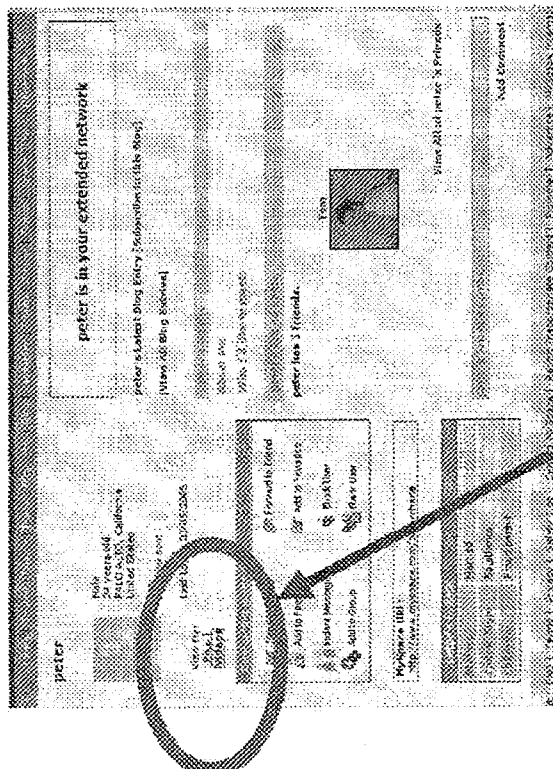
Google

# Why Myspace Video is growing

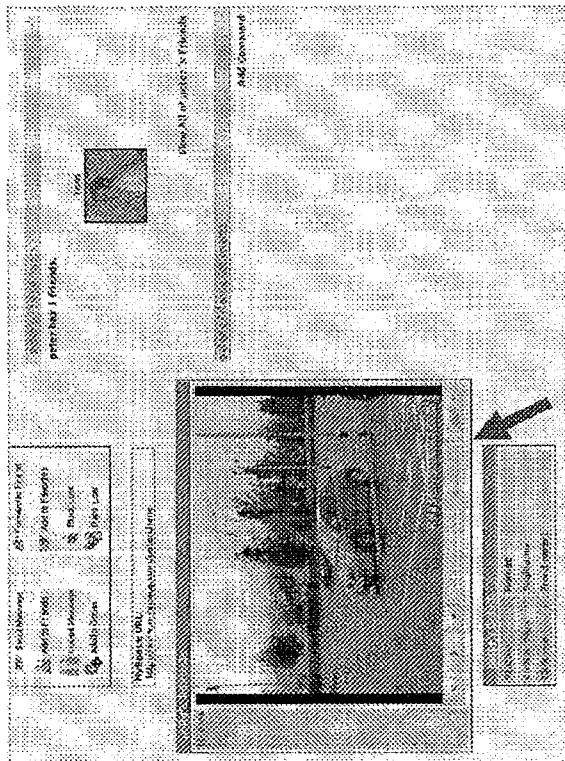
<u>Google Video</u>	
<ul style="list-style-type: none"> <li>Access to MySpace <b>user base</b> <ul style="list-style-type: none"> <li>68M total users, 48M unique per month</li> </ul> </li> <li><b>Effortless upload</b> <ul style="list-style-type: none"> <li>HTML upload</li> <li>Instant Live (almost)</li> </ul> </li> <li><b>Simple view experience</b> <ul style="list-style-type: none"> <li>Fast playback</li> </ul> </li> <li><b>Easy to browse and discover videos</b> <ul style="list-style-type: none"> <li>My Favorite Videos page is public</li> <li>Videos can be embedded on my public profile</li> </ul> </li> <li><b>Video makes your MySpace profile page more interesting</b> <ul style="list-style-type: none"> <li>User identity expressed through video</li> </ul> </li> <li><b>Liberal copyright policy</b> <ul style="list-style-type: none"> <li>Seems to be the same as Youtube</li> </ul> </li> </ul>	<p>MySpace better</p> <p>Parity in Q2</p> <p>Parity Now</p> <p>Close to parity in Q3* (see next slide)</p> <p>MySpace better* (see next slide)</p> <p>MySpace better for users (see slides 6-9 for our proposal)</p>

\* Orkut integration dependency

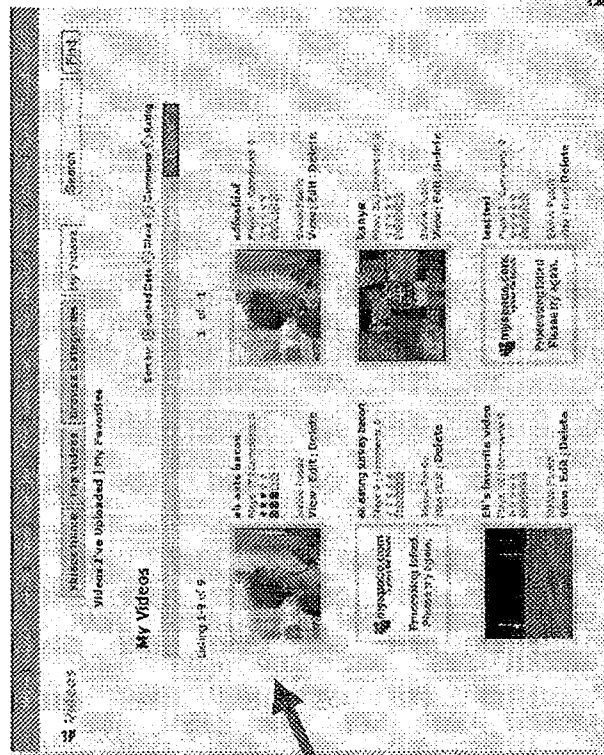
# Video everywhere on MySpace



View the videos I've uploaded



Video embedded on profile page



My Videos + Browse other videos

# Copyright policy parity analysis: Youtube

- 10 min, 100meg upload limit for users
- Director program for longer works
- Partial works accepted
  - CSPAN, Family Guy, John Stewart, NBA clips, music videos posted on the site
- YouTube gets content when it's hot (Lazy Sunday, Stephen Colbert, Lakers wins at the buzzer)
- Takes us too long to acquire content directly from the rights holder (e.g. our talks with CSpan about Colbert speech)



Top Video Playbacks (Save as CSV)	Daily Total
NBA Playoffs 2006: Lakers-Suns - Game 4 - Apr 30, 2006	555,016 (4.75%)
Lady Punch	147,415 (1.26%)
Hasta q l cuerpo aguarita - Canal + 1993 - La ruta destroy (del bakalao) Valencia	121,518 (1.04%)
911 Loose Change 2nd Edition with extra footage	120,330 (1.03%)
Mario - Love	111,874 (0.96%)
The Da Vinci Code - Meet Sir Leigh Teabing	89,796 (0.77%)
Loose Change 2nd Edition	78,764 (0.67%)
Amazing Juggling Finale	54,701 (0.47%)

- 500k playbacks before CSpan takedown on YouTube
- Google Video Lakers-Suns Game 4:
  - 555,016 playbacks
  - 124 sales
  - Users want the clip!

Attorney-client privileged

## Market feedback

- News Corp (Chernin)
  - “Exciting as it shows the potential pent up demand...we did a survey and more than 80 percent of video on [Youtube] is copyrighted content.”
- CSpan on Colbert video
  - Evaluating infringements on a case by case basis
- Sony TV and movie division
  - All types of promotion benefits their business...
  - Take legal action over full works and clear piracy
  - Legal team can't keep up with volume of issues online today
- NBA
  - Split opinion between promotional value and recognition of need to provide content to users in a more controlled fashion

Attorney-client privileged

Digitized by Google

# Ask: Approve proposed policy change

## Today

- Zero tolerance on copyright, porn, violence, hate
- Enforced with proactive screening before the video goes live
- Instant Live: We review after the video goes live not before

- Reject mixed use if more than 50% is recognizable copyright

## Proposed change

- Keep rejecting full works
- Keep rejecting all porn, violence, hate
- **Accept partial works up to 10 mins long**
- Takedown
  - \* Per DMCA request

## Protective measures

- \* Provide our DMCA Tool to rights holders who ask for it
- \* Fingerprint videos so videos taken down once don't show up again

Tool already built

Work started  
(2-3 week work item for Kirkland team)

## Risks and responses with the proposal

### Risks

1. Downloads feature (on by default) allows for content redistribution
2. Issues with enabling anyone to monetize video uploads
3. Legit (for sale or with ads) and not legit (free) content in the same index
4. Onebox could show copyrighted content
5. Alienate premium partners (risk comprehensiveness over the long run)
6. We become a Youtube clone

### Responses

1. Make downloads opt-in for all uploaders (200K downloads/day vs. 11M streams)
2. Require proof of ownership before we allow any uploader to monetize
  - \* Offer ads to premium and ISO team content first
3. Partners can use DMCA Tool to monitor index
4. Not sure if this is a big concern; we could have Onebox show only partner content using whitelist
5. Premium partners will place their content in front of the widest audience
6. We don't want to be the #2 video site either

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# Eng staffing

**Mountain View (Jeremy Doig)**  
**"Backend team"**

Total FT engineers: 16

Part time: 3

Intern: 1

New adds since 1/1/06:

- billy biggs
- ron vered
- ozgur sahin
- nico catania
- meng guo (just joined)

*On average engineers are spending 20% of their time running the site day-to-day and not building new features*

**Kirkland (Rod Chavez)**  
**"Front end team"**

Total FT engineers: 7

Part time: 0

Intern: 1

New adds since 1/1/06:

- Video Player team moved to work on video front end:
  - \* Andrew Gove
  - \* Edward Cukierman
  - \* Mike Yu
- Started working on video full time in Q2:
  - \* Brunson Moody
  - \* Katya Mineeva
  - \* Nick Lee
- Nolan Clark joined team in Q2

Youtube estimate: 30 people, 25 engineers

Google

## Staffing ask

### Mountain View (Jeremy Dolg)

#### "Backend team"

- 1 for video API
  - video as a platform for other apps
- 1 for contentdb
  - - scalable back-end (no more mysql)
- Production Engineer
  - Reduce eng time dealing with day to day issues
- SRE
  - Currently set for 3/07
  - Run the site

### Mountain View (Peter Chane)

- 1 content programmer to select and feature content per category
- Work on content verticals, partner pages

### Kirkland (Rod Chavez)

#### "Front end team"

- 2-3 Java/GXP front end engineers
  - For Youtube parity; meet Q2 deliverables
- 1-2 more Java/GXP front end engineers
  - To surpass Youtube in Q3
- Use Adsense for Video team for Google Video ads work
- 4 engineers